

ESTTA Tracking number: **ESTTA444274**

Filing date: **12/02/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91188993
Party	Plaintiff Rolex Watch U.S.A., Inc.
Correspondence Address	PETER COUSINS GIBNEY ANTHONY & FLAHERTY LLP 665 FIFTH AVENUE NEW YORK, NY 10022 UNITED STATES bfrenchman@gibney.com,pcousins@gibney.com,gkrugman@sughrue.com
Submission	Other Motions/Papers
Filer's Name	Beth Frenchman
Filer's e-mail	bfrenchman@gibney.com
Signature	/Beth Frenchman/
Date	12/02/2011
Attachments	Consent Motion for Confidential Filing.pdf (2 pages)(44678 bytes) Declaration of Peter Nicholson Part A.pdf (46 pages)(6568332 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

ROLEX WATCH U.S.A., INC.,

Opposer

vs.

AFP IMAGING CORPORATION

Applicant.

Opposition No.: 91188993

Serial No.: 77/492,131

**OPPOSER'S CONSENT MOTION TO DESIGNATE AS CONFIDENTIAL
PREVIOUSLY FILED TESTIMONY**

Opposer with the consent of Applicant files this motion to designate as confidential, materials previously submitted as "Testimony for Plaintiff", filed under Prosecution History No. 27. Attached is a redacted copy of the Testimony for Plaintiff which includes redacted portions of the Declaration of Peter Nicholson and the complete Declaration of Philip Johnson. By separate cover Opposer will submit the redacted portions of the Declaration of Peter Nicholson.

Respectfully submitted,

GIBNEY, ANTHONY & FLAHERTY, LLP

By: /Beth Frenchman/
Peter Cousins, Esq.
Beth Frenchman, Esq.
665 Fifth Avenue, 11th Floor
New York, NY 10022

(212) 688-5151

Gary D. Krugman, Esq.
SUGHRUE MION, PLLC
2100 Pennsylvania Ave., N.W.
Washington, DC 20037

Attorneys for Opposer
ROLEX WATCH USA, INC.

CERTIFICATE OF SERVICE

I hereby certify that a true copy of the foregoing and attachments has been served on Applicant this 2nd day of December, 2011 via first class mail, postage prepaid to:

Norman H. Zivin, Esq.
Cooper & Dunham LLP
30 Rockefeller Plaza
20th Floor
New York, NY 10112


Tina Ferraioli



GIBNEY
ANTHONY &
FLAHERTY LLP

Attorneys at Law
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New York, NY 10022
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212.688.8315 Fax
www.gibney.com

August 25, 2010

Attention: TTAB
submitted through ESTTA File

Re: Rolex Watch U.S.A., Inc. v. AFP Imaging Corporation
Opposition No. 91188993

Dear Sir/Madam:

Pursuant to Trademark Rule 2.123 the parties have agreed to submit witness testimony in the form of declarations. We are therefore attaching as Plaintiff's testimony the Declaration of Peter Nicholson and the Declaration of Philip Johnson.

Should you have any questions, please do not hesitate to contact me.

Very truly yours,

/Beth Frenchman/
Beth M. Frenchman

San Francisco Office: Two Transamerica Center, 505 Sansome Street, Suite 1200, San Francisco, CA 94111 tel 415.901.2270

Associated Offices: Gros & Waltenspuhl, Rue Beauregard 9, CH-1204 Geneva, Switzerland tel +41 22.311.3833
Magrath LLP, 66/67 Newman Street, London, W1T 3EQ, United Kingdom tel +44 207.495.3003

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

ROLEX WATCH U.S.A., INC.,

Opposer

vs.

AFP IMAGING CORPORATION

Applicant.

Opposition No.: 91188993

Serial No.: 77/492,131

DECLARATION OF PETER NICHOLSON

1. I, Peter Nicholson, am the Vice President and Director of Communications of Rolex Watch U.S.A., Inc. (hereafter "Rolex"). I have been employed by Rolex since 2003 and was hired as the Director of Communications. In December of 2007 I was promoted to Vice President and Director of Communications.

2. In 1973 I graduated Claremont Men's College.

3. In my present position I am responsible for Communications. As part of my duties I oversee the placement of all Rolex's advertising and promotional materials in the United States all of which incorporate the ROLEX trademark. I am also knowledgeable about expenditures for various advertising and sales figures in dollars and units of ROLEX watches sold.

4. Rolex is the exclusive distributor and warrantor in the United States of ROLEX watches, all of which bear the ROLEX trademark. Rolex is responsible for assembling, finishing, marketing, selling and servicing ROLEX watches in the United States. Rolex maintains control over the quality of ROLEX watches. As a result of the uniform high quality and service of ROLEX watches, Rolex has developed an outstanding reputation. It is important

that the fame and recognition of the ROLEX trademark is sustained and maintained and that consumers continue to recognize the ROLEX trademark as one of the most famous high quality timepieces in the United States and the world.

5. Rolex distributes and sells its ROLEX watches through Official Rolex Jewelers ("ORJ"). Presently, throughout the United States, there are over 730 Official Rolex Jewelers.

6. The ROLEX trademark has been continuously used and registered in the United States since 1915. Attached as Nicholson Exhibit 1 is a true and correct copy of the TARR electronic database record for U.S. Registration No. 101,819 for the mark ROLEX for watches, clocks, parts of watches and clocks and their cases. This registration issued on January 12, 1915. It is currently valid and subsisting and is owned by Rolex.

7. The ROLEX trademark is a coined and fanciful term with no significance or meaning other than as a trademark for high quality timepieces which significance has grown as a result of Rolex's nearly 100 years of continuous and exclusive use of the mark in connection with such high quality timepieces.

8. Based on my knowledge and experience in my positions at Rolex since 2003 and based on my review of records kept in the ordinary course of business, since the early 1970's Rolex has continuously advertised its ROLEX timepieces in at least 46 nationally and regionally distributed publications. In addition to the standard industry publications, like WatchTimes and Chronos, these publications represent a variety of interests including business (Wall Street Journal, Forbes); adventure (National Geographic Adventure, Outside); the arts (Opera News); sports (Tennis Magazine, Equus); lifestyle (Elle Décor, Gourmet) and so much more. Attached as Nicholson Exhibit 2 is a list of current publications in which Rolex advertises. Attached as Nicholson Exhibit 3 are representative advertisements taken from these publications.

9. The ROLEX trademark is prominently featured in all of Rolex's media

[illegible]

1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

11. [REDACTED]

[REDACTED]

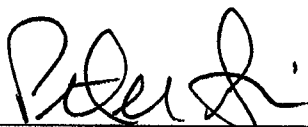
12. Incorporated in the advertising budget are yearly and special events which Rolex sponsors and promotes. Often these events, like Wimbledon Tennis or US OPEN Golf are nationally televised and the ROLEX trademark can be viewed each time the leader board is shown on TV or if one of the many clocks situated throughout the venue appears on camera. Rolex also sponsors a variety of other events including the Rolex Kentucky 3 Day (equestrian), Rolex 24 Hours at Daytona (racing), Sony Ericson Open (tennis), L.A. Philharmonic, and the National Opera. In addition, Rolex supports philanthropic organizations and sponsors their annual events such as the Lennox Hill Neighborhood House and Career Transitions for Dancers. Rolex is a prominent sponsor of at least 75 annual events.

13. There have been countless articles which mention the trademark and brand name ROLEX. The ROLEX trademark has been identified as one of the best known and most famous luxury brands throughout the United States. In 2001, BusinessWeek began publishing a yearly article entitled "Best Global Brands;" listing the top 100 brands in the world. ROLEX has always appeared on that list, and in 2009 was ranked the 68th most valuable brand throughout the world. Similarly, in publications like Time Magazine, Forbes and the New York Times the

ROLEX trademark is repeatedly linked with status and success “[f]rom the red carpet to the wrists of rap stars, *Rolex* is recognized as the ultimate symbol of luxury,” (Time, Spring 2007) “nothing says you’ve made it like a Rolex” (Forbes, 10/8/07) and “Rolex is the main noun in the international language of success.” (New York Times, 10/18/98) Attached as Nicholson Exhibit 4 are copies of the published articles which support the statements made in this paragraph.

14. Pursuant to 28 U.S.C. § 1746, I declare under penalty of perjury that all the foregoing is true and correct.

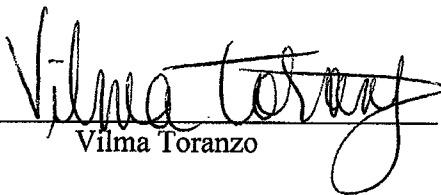
Dated: August 25, 2010


Peter Nicholson

CERTIFICATE OF SERVICE

I hereby certify that a true copy of the foregoing DECLARATION OF PETER NICHOLSON has been served on Applicant this 25th day of August, 2010 via first class mail, postage prepaid to:

Norman H. Zivin, Esq.
Hindy Dym, Esq.
Cooper & Dunham LLP
30 Rockefeller Plaza
20th Floor
New York, NY 10112


Vilma Toranzo

Declaration of Peter Nicholson
Exhibit 1

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-08-25 13:17:47 ET

Serial Number: 71078904 Assignment Information Trademark Document Retrieval

Registration Number: 101819

Mark

ROLEX

(words only): ROLEX

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2004-11-16

Filing Date: 1914-06-08

Transformed into a National Application: No

Registration Date: 1915-01-12

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 40S -Scanning On Demand

Date In Location: 2008-09-30

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. ROLEX WATCH U.S.A., INC.

Address:
ROLEX WATCH U.S.A., INC.
665 FIFTH AVENUE

NEW YORK, NY 10022

United States

Legal Entity Type: Corporation

State or Country of Incorporation: New York

GOODS AND/OR SERVICES

U.S. Class: 027 (International Class 014)

Class Status: Active

WATCHES, CLOCKS, PARTS OF WATCHES AND CLOCKS, AND THEIR CASES

Basis: 1(a), 44(e)

First Use Date: 1912-00-00

First Use in Commerce Date: 1912-00-00

ADDITIONAL INFORMATION

Foreign Registration Number: 34251

Foreign Registration Date: 1913-10-07

Country: Switzerland

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-08-17 - Notice Of Suit

2010-08-03 - Notice Of Suit

2010-07-09 - Notice Of Suit

2010-03-30 - Notice Of Suit

2010-01-28 - Notice Of Suit

2009-12-31 - Notice Of Suit

2009-12-16 - Notice Of Suit

2009-11-02 - Notice Of Suit

2009-09-08 - Notice Of Suit

2008-09-30 - Case File In TICRS

2008-09-12 - Notice Of Suit
2008-09-05 - Notice Of Suit
2008-09-05 - Notice Of Suit
2008-06-13 - Notice Of Suit
2008-06-13 - Notice Of Suit
2008-05-20 - Notice Of Suit
2008-02-12 - Notice Of Suit
2005-02-10 - Attorney Revoked And/Or Appointed
2005-02-10 - TEAS Revoke/Appoint Attorney Received
2004-11-16 - Fifth renewal 10 year
2004-11-16 - Section 8 (10-year) accepted/ Section 9 granted
2004-09-23 - Combined Section 8 (10-year)/Section 9 filed
2004-09-23 - PAPER RECEIVED
1994-09-26 - Fourth renewal 10 year
1994-08-12 - Section 9 filed/check record for Section 8
1975-01-12 - Third renewal

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Peter Cousins

Correspondent

Peter Cousins

Gibney, Anthony & Flaherty, LLP

665 Fifth Avenue

New York NY 10022

Phone Number: 212 688 5151

Fax Number: 212 688 8315

Declaration of Peter Nicholson
Exhibit 2

July 24, 2009

Publications where Rolex currently runs corporate print advertisements

Air & Space
Autoweek
Road & Track
Food & Wine
Gourmet
Elle
Harper's Bazaar
Vogue
W
Esquire
GQ
Architectural Digest
Elle Decor
Town & Country
Metropolitan Home
Wired
Conde Nast Traveler
Departures
National Geographic Adventure
Outside
Travel & Leisure
Natural History
Opera News
VanityFair
Scientific American
National Geographic
New Yorker
Forbes
Fortune
Sport Diver
Chronicle of the Horse
Discover Horses
Dressage Today
Equus
Practical Horseman
Golf Digest
Golf Magazine
Golf World
Sail
Sailing World
Yachting
Ski
Tennis Magazine
New York Times
USA Today
Wall Street Journal

RoIx00026

Declaration of Peter Nicholson
Exhibit 3



been on the fast track. With "Rookie Of The Year" honors at the Indy 500, numerous international closed-course speed records, and two victories at Daytona's legendary endurance race, "taking it easy" is not a phrase she



The second woman ever to compete in the Indy 500, Lyn St. James was named their Rookie Of The Year in 1992.

often uses. And in addition to being an automotive consultant and independent businesswoman, she's twice been elected president of the Women's Sports Foundation, an organization created

"In a world measured by split seconds, perfection has to be more than just a goal."

Lyn St. James

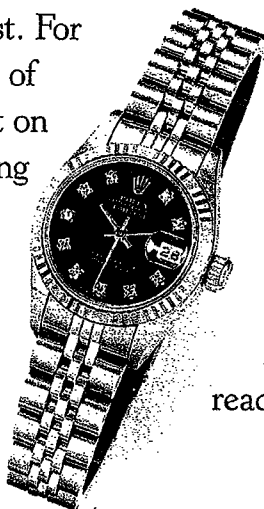
At over 200 miles an hour, the world goes by in a blur of color. But inside a race car, one thing stays in perfect focus: the desire to be the fastest. For Lyn St. James, it's one measure of her competitive spirit. "I go out on the track and drive until I'm going ten-tenths, as fast as I know I can go. Only then do I determine if I can go even faster the next time around," she says.

And Lyn has definitely

to help women realize their potential. "As a race car driver I know that

every piece of equipment has been checked because my life,


not just a race, depends on it," says Lyn. "With over 600 hours of testing behind it, I know my Rolex is as ready as I am."



Only after 300 hours of testing at Rolex and 360 hours at the Contrôle Suisse des Chronomètres, do Rolex Oyster timepieces carry this official seal.



ROLEX

Rolex Oyster Perpetual Lady Datejust Chronometer in stainless steel with 18kt white gold bezel and diamond dial.
Write for brochure. Rolex Watch U.S.A., Inc., Dept. 154, Rolex Building, 665 Fifth Avenue, New York, N.Y. 10022-5383.
Rolex, , Oyster Perpetual, and Lady Datejust are trademarks.

His business is world travel. His watch is Rolex.

From bomber squadron duty in the flak-filled skies of World War II to the challenging office of Chairman and Chief Executive Officer of Pan Am, William T. Seawell's firm hands at the controls have proved over and over again his qualities as a leader of men.

Leadership. It's what it took to accomplish the largest airline merger in history. Leadership. It's what sets Bill Seawell's sights on horizons more distant than most can see. His personal attention has meant billions of dollars in expanding tourism and international commerce.

His calm, take-charge style prevails, whether as an Air Force general or an



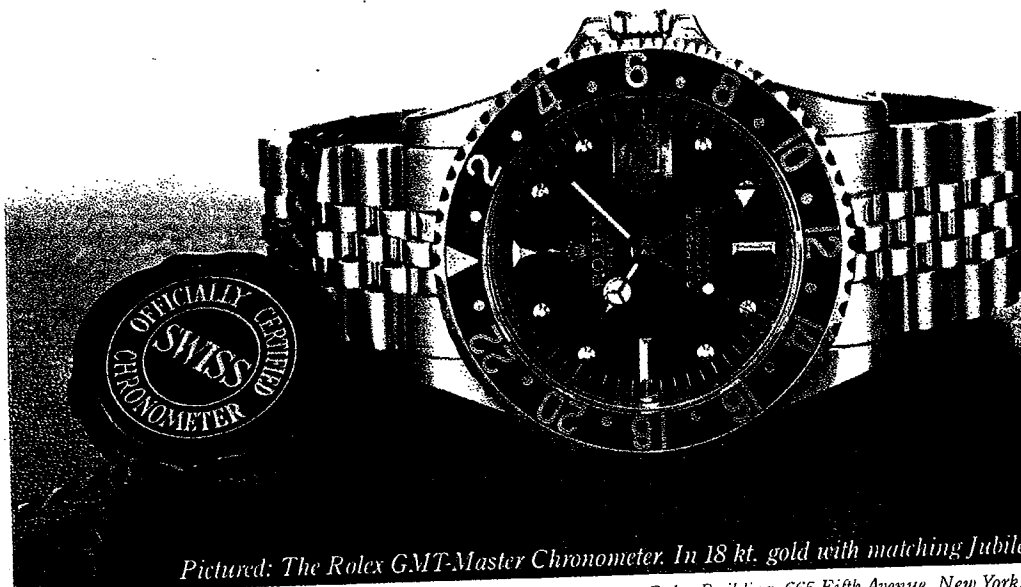
airline executive. His manner is precise, exact . . . like the Rolex he chooses to wear.

Precision and exactness are Rolex guidelines. What you might expect from a watch that is handcrafted step by step from a solid block of gold or stainless steel. The unique Oyster case is world famous for its unparalleled durability. The handsome movement world renowned for its reliability.

Pan Am: An airline that goes to the world's most prestigious places. Rolex: A watch that goes

on the world's most prestigious wrists.


ROLEX



Pictured: The Rolex GMT-Master Chronometer. In 18 kt. gold with matching Jubilee bracelet.

*Write for brochure. Rolex Watch, U.S.A., Inc., Dept. 293, Rolex Building, 665 Fifth Avenue, New York, N.Y. 10022.
World headquarters in Geneva. Other offices in Canada and major countries around the world.*

The 1981 Rolex Awards For Outstanding Enterprise

The Rolex Awards for Enterprise is an international program to provide financial help and special encouragement for individuals whose projects have broken new ground in their chosen fields. These projects capture that spirit of enterprise which has been such a characteristic of the development of the Rolex watch. Here are the five award winners of 1981 with a resume of their projects.



A Blueprint for Disarmament — Seymour Melman

If global disarmament ever is to be achieved, one vital step in the process will be to convert industrial economics from military to civilian work. Seymour Melman, an American Professor of Industrial Engineering, has been exploring myriad technical, economic and organizational changes required to make such conversions work.

As industrial economics vary widely, Professor Melman is formulating three representative models for conversion: the U.S.A. and Western Europe, the Socialist countries, and the less-developed countries.

His 1981 Rolex Award for Enterprise will enable Professor Melman to develop his blueprints for conversion.



To Save the Snow Leopard — Rodney Jackson

In the snow-covered Nepalese Himalayas lives the elusive, endangered snow leopard.

Mr. Rodney Jackson, a wildlife biologist, plans to capture live several specimens of these magnificent creatures and collar them with radio transmitters. Very little is known about the snow leopard, but we do know that it faces almost certain extinction as man encroaches upon its habitat.

Mr. Jackson's 1981 Rolex Award for Enterprise will expand our knowledge of the snow leopard and its environment and help save a beautiful species from extinction.



Preserving Mexican Folk Music — Eduardo Llerenas

The culture of Mexican folk music is one of the richest in the world.

However, due to the influence of TV, radio and the record player, it is a culture fast disappearing.

With two companions, Mr. Eduardo Llerenas has made over eighty trips into the remotest parts of Mexico in order to record, compare and preserve the country's traditional songs.

When completed, the work of Mr. Llerenas will provide an accurate and lively record of the folk music of Mexico.

His 1981 Rolex Award for Enterprise will help Mr. Llerenas to complete this valuable undertaking.



Re-fertilizing the Earth — Andre Martin

All over the world, vast tracts of fire-damaged land lie waste. To return land such as this to its original fertility is the aim Andre Martin has set himself. The undergrowth, brushwood and scrub, the only things which will grow on such land, are cleared and converted into an organically rich compost.

In a successful experiment in France, twenty previously desolate acres have been returned to successful cultivation using this method.

His 1981 Rolex Award for Enterprise is reward for Andre Martin's truly fertile imagination.



Let the Sperm Whale Live — Milan Mirkovic

Mr. Milan Mirkovic has devised a novel irrigation method for the growing of the jojoba bush. The jojoba nut contains an oil which is almost identical in properties to sperm whale oil and therefore could become a commercial alternative to sperm whale slaughter.

However, it is only Mr. Mirkovic's use of containers filled with earth and a water absorbent polymer (it holds 1,000 times its own weight of water, thus dramatically reducing the cost of irrigation) which may make the cultivation of the jojoba a commercial possibility. Mr. Mirkovic's 1981 Rolex Award for Enterprise should help in saving the sperm whale.

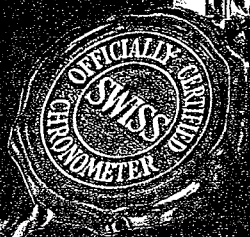
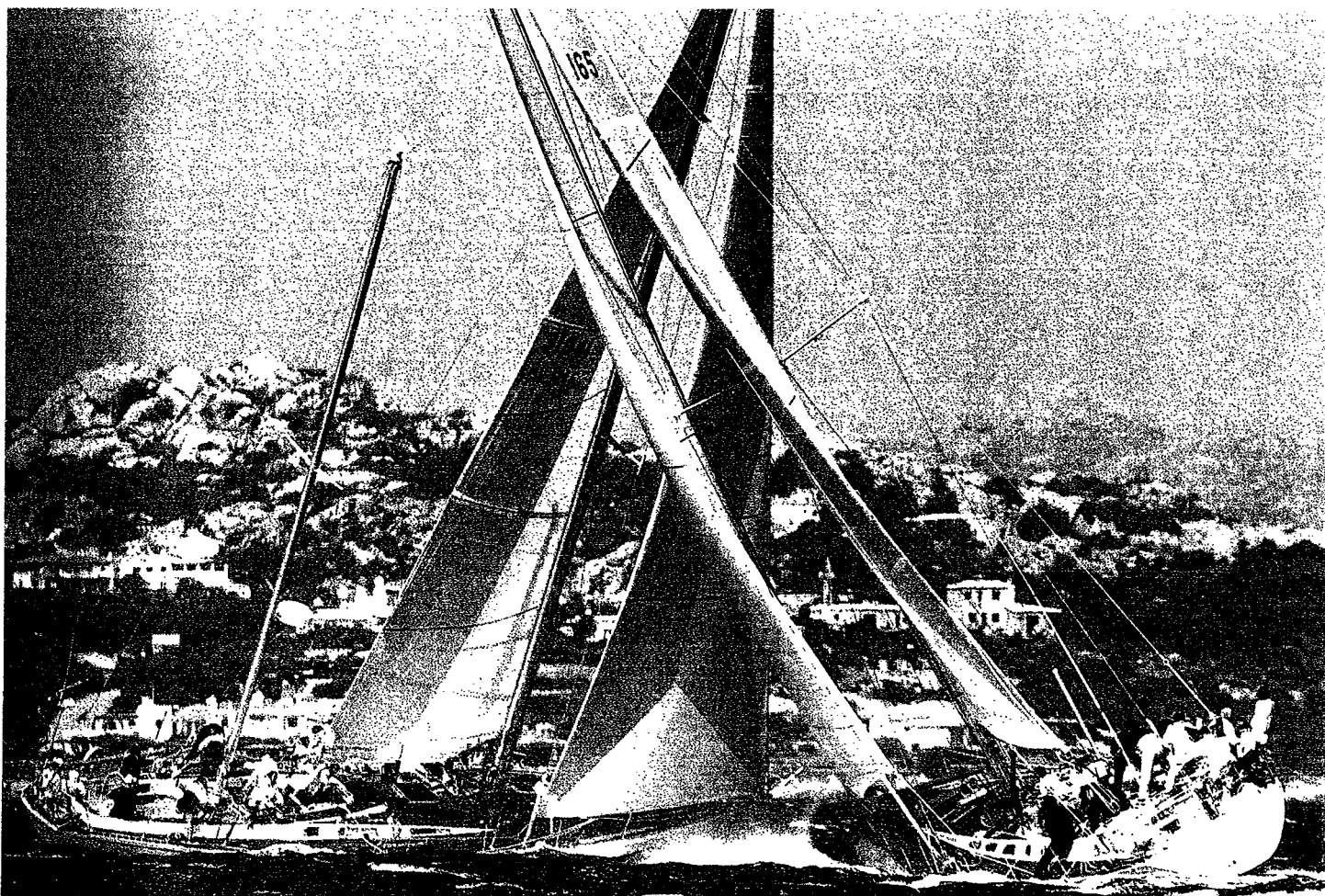
Each of these five winners has received 50,000 Swiss francs as a contribution to the fulfillment of his work. Each has also received a specially inscribed Rolex Oyster as a tribute.

The 1981 Rolex Awards for Enterprise: Help and encouragement to those who have demonstrated truly outstanding enterprise.



ROLEX
of Geneva





POWER, PERFORMANCE, ENDURANCE: OFFSHORE CHAMPIONS AND ROLEX

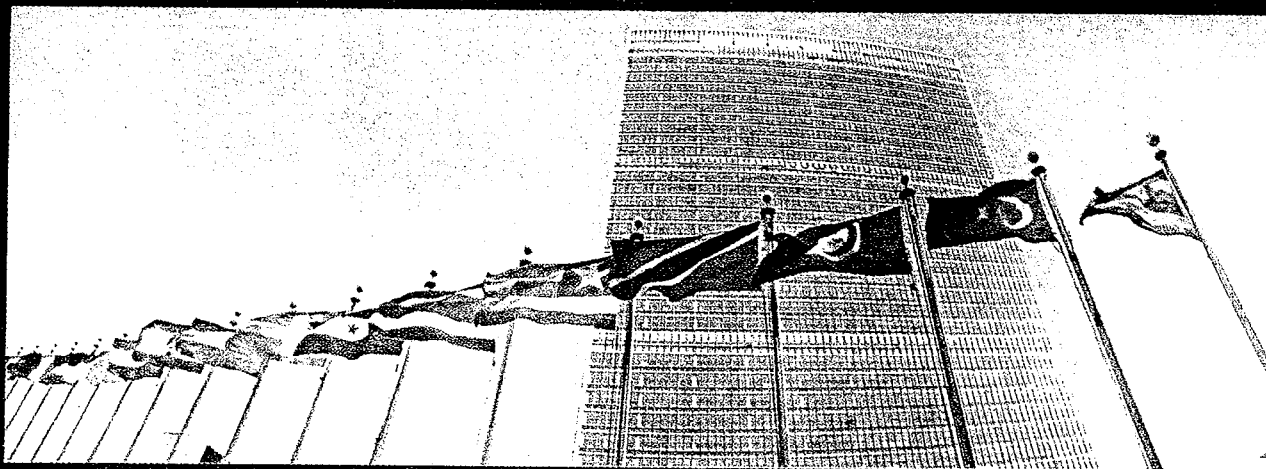
Ocean racers know that speed counts, endurance counts more. For these sailors, timing like performance is an art. That's why winning navigators wear the Rolex Submariner, a self-winding superlative chronometer, pressure-proof down to 1,000 feet in its seamless Oyster case. Like blue-water classics, style and staying power are built into the Rolex timepiece.



ROLEX

Rolex Watch USA, Inc.

If you were speaking here tomorrow



you'd wear a Rolex

The personal symbol of leadership in world affairs is the best watch in the world.

Its large classic shape is carved out of a solid block of 18 kt. gold. Inside its solid seamless walls beats the world's most protected 30-jewel chronometer movement.

Because most of the work is done by hand, it takes us more than a year to build a Rolex. Many heads of state feel it was time well spent.

The Rolex they prefer is the Day-Date® Chronometer. Like all Rolex Oyster Perpetuals, the Day-Date is self-winding and pressure-proof.* With matching 18 kt. gold bracelet, \$1,000. Other Rolex Oyster Perpetual Chronometers in steel, steel and gold, or gold, from \$175.

*guaranteed to a depth of 165 feet when case, crown and crystal are intact.
Official Timepiece, Pan American World Airways




ROLEX

Tibetans had long called it Chomolungma, "Goddess Mother of the World," but it wasn't until 1852 that British surveyors identified it as the highest point on the planet.

Thirteen years later the mountain was renamed for Sir George Everest, Surveyor General of India from 1830 to 1843.

To early climbers, the great peak was doubly remote. Its sheer height made it as inaccessible as the mountains of the moon. Moreover, Tibet barred outsiders until 1920, and Nepal prohibited access until 1951.

The southern route was at last successfully climbed by Sir John Hunt's expedition in 1953. On the day that Edmund Hillary and Tenzing Norgay stood together on the roof of the world,



Earth's highest peak as viewed from Kala Pattan.

it seemed Everest could challenge man no longer.

But there were still untried climbing techniques and untried routes. In 1963, the American Expedition was the first to ascend the west face and, in 1978, climbers achieved the first ascent without oxygen tanks, beginning the so-called "purist" approach.

One thing that cannot change is the simple fact



Climber seen at 24,000 feet on the icy east face of Everest.

The Inexhaustible Challenge of Everest.

of Hillary and Tenzing's breakthrough success. In its honor, 35 years later almost to the day, another team put a man on the summit of Everest. Unlike their famous predecessors, they climbed without extra oxygen



Sir Edmund Hillary, 1953.

and established a new route up the treacherous east face.


Although they traveled different routes by different means, both teams marked the times of their historic Everest ascents with Rolex Chronometers.

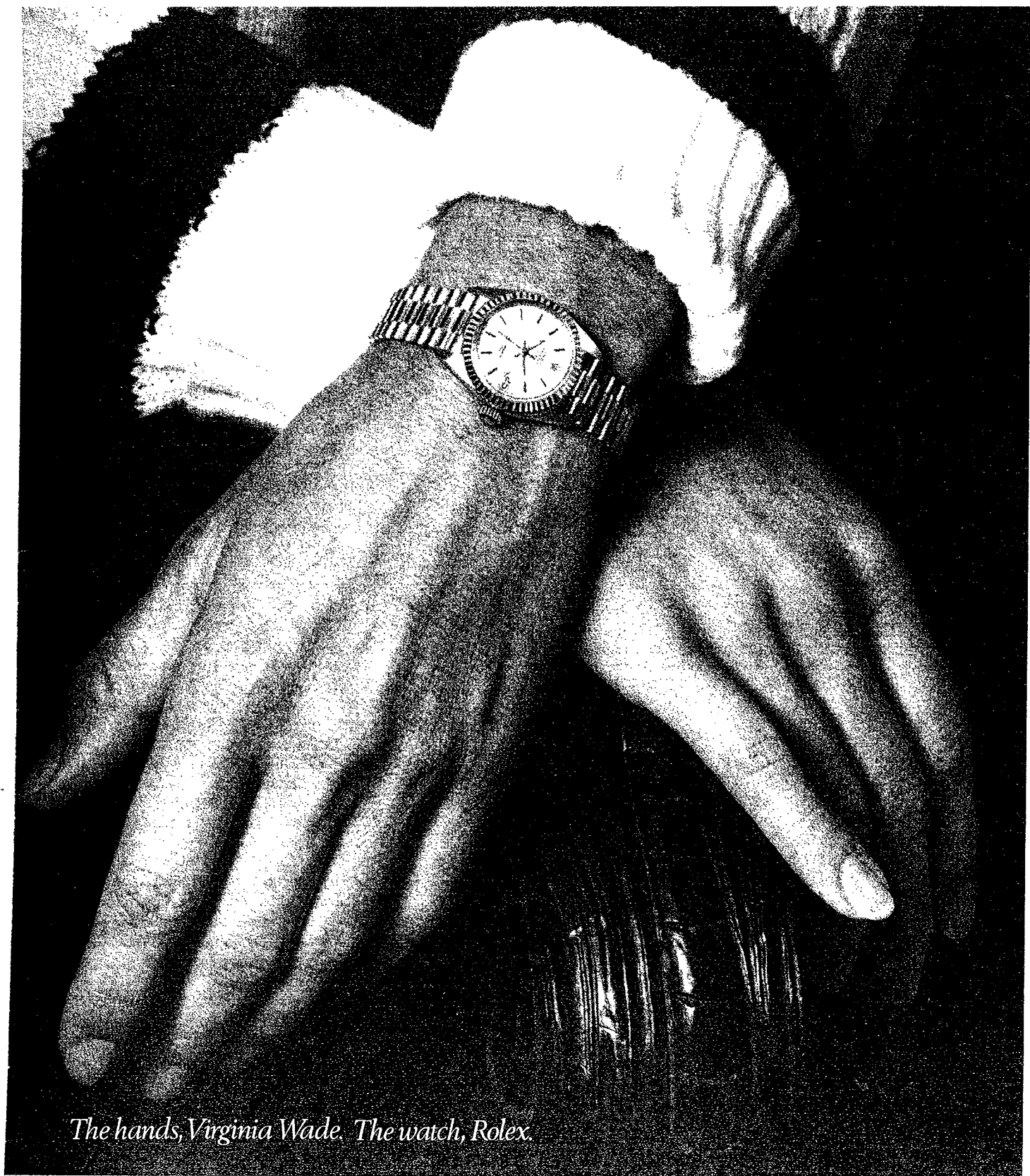
As an interesting footnote to history, Tenzing's son reports

that his father's timepiece continues to run in excellent condition.



ROLEX

*Rolex Oysterquartz Datejust in stainless steel with 18kt white gold bezel and stainless steel Integral bracelet.
Write for brochure. Rolex Watch U.S.A., Inc., Dept. RLX, Rolex Building, 665 Fifth Avenue, New York, N.Y. 10022-5383.
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The hands, Virginia Wade. The watch, Rolex.

The Rolex crown. For the winners of our time.

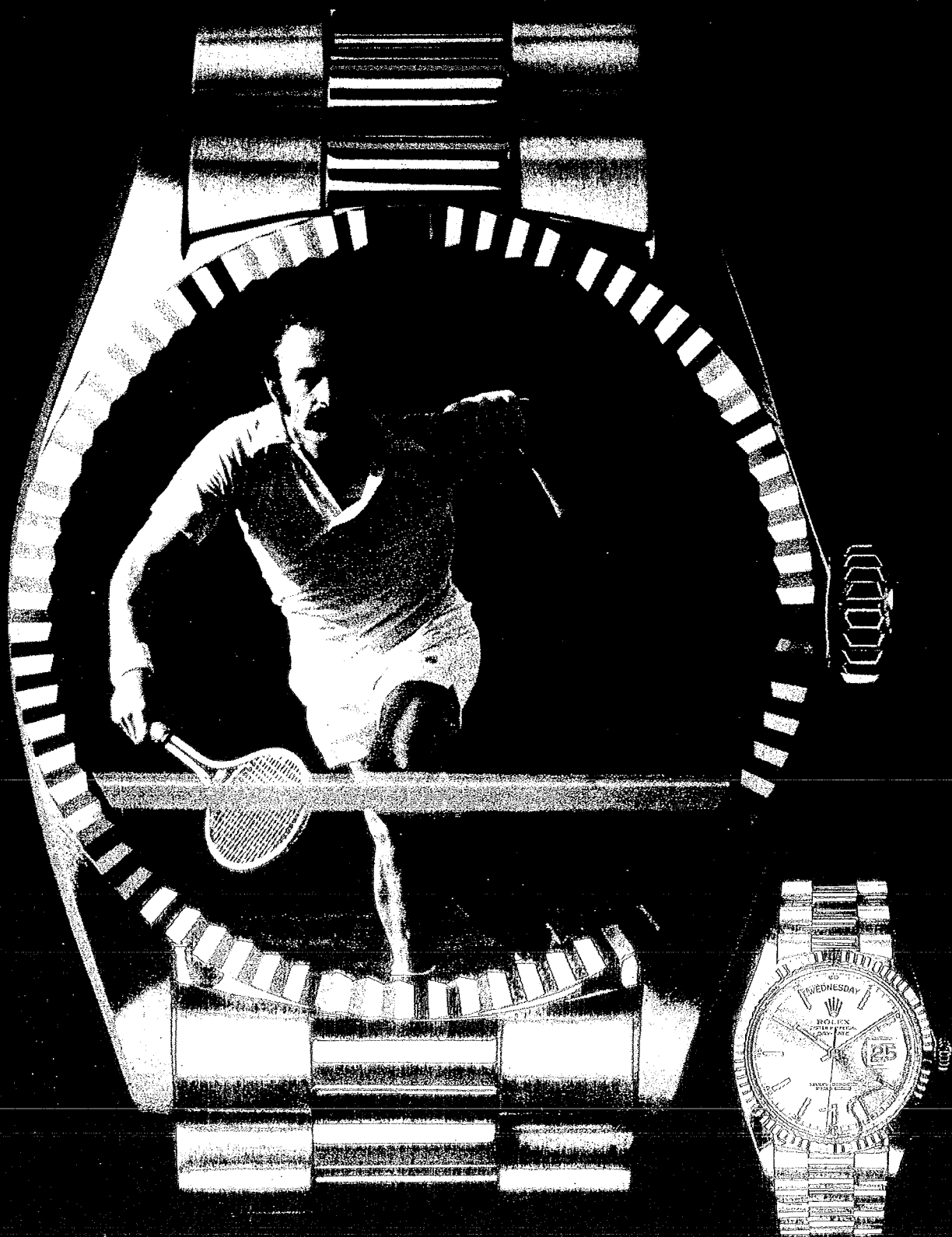
Virginia Wade, archdeacon's daughter, physics and mathematics graduate, awarded the M.B.E. by Her Majesty, Queen Elizabeth, winner of Wimbledon, the U.S. Open, the Australian Open, etc., etc.

Rolex. A handcrafted chronometer carved out of a solid block of gold or steel.

Often seen at Wimbledon, Forest Hills, etc., etc.


ROLEX

Rolex "Lady-Datejust" in 18kt yellow gold Oyster case, with 28 jewel chronometer movement and 18kt yellow gold hidden clasp bracelet. \$2,925 * Other Rolex ladies Oyster watches in stainless steel and stainless steel and yellow gold, from \$505 * Write for brochure, Rolex Watch U.S.A., Inc., P.O. Box 157, Lake Success, N.Y. 11042

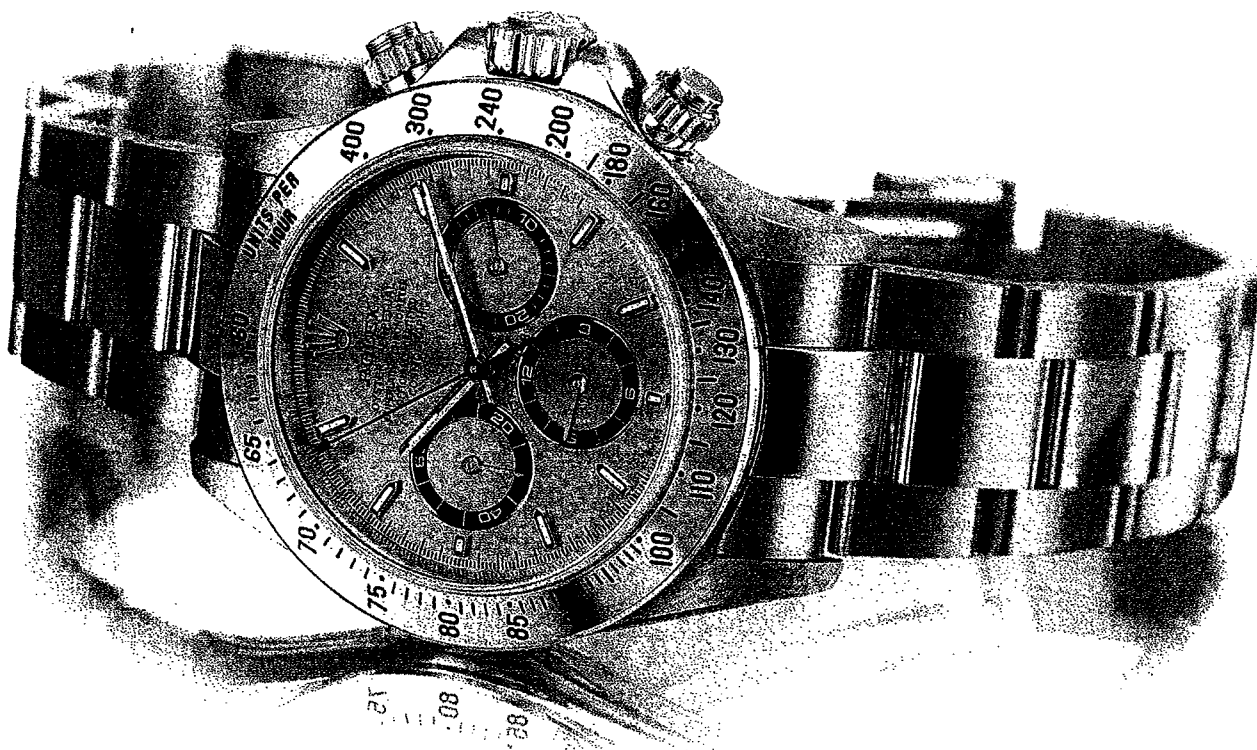


"Time and time again, endurance wins."

John Newcombe

In an age of instant obsolescence, the classic Rolex endures. Mr. Newcombe wears the Rolex Day-Date Oyster Perpetual Superlative Chronometer. Carved out of a solid block of 18kt. gold with matching President bracelet. (\$8,800). Write for free brochure, Rolex Watch U.S.A., Inc., Rolex Bldg., 666 Fifth Avenue, New York, N.Y. 10022.


ROLEX




For those who are extremely driven.

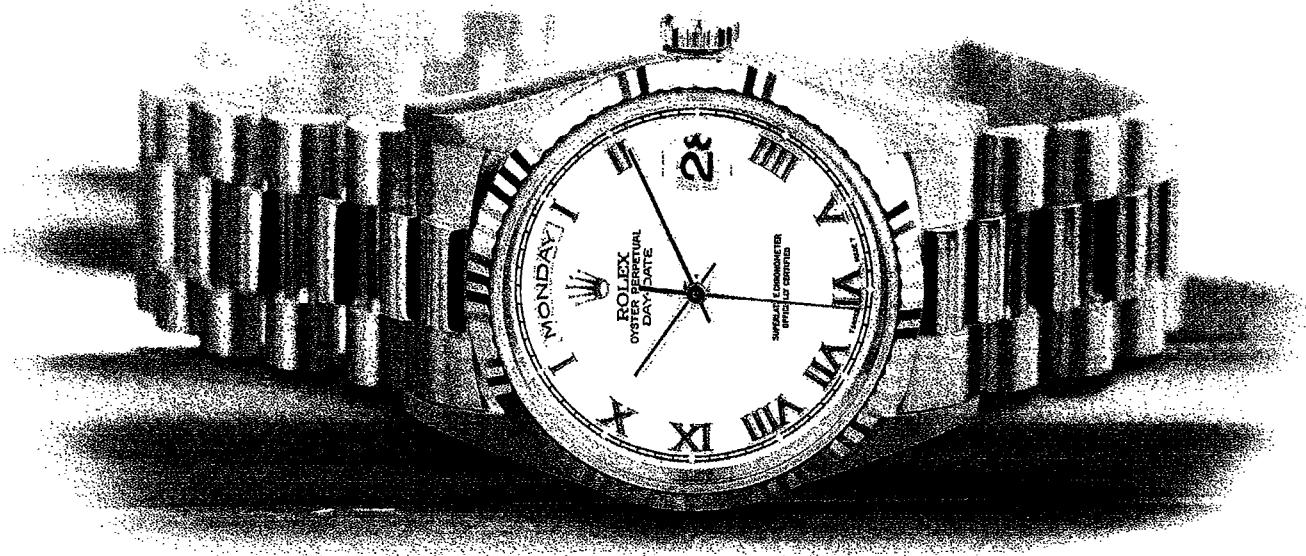
But also like to drive.

The Rolex Cosmograph is one of the most versatile timepieces in the Rolex collection. With three recorders that register elapsed hours, minutes and seconds, a large stopwatch sweep-second hand and a graduated bezel, it

can precisely measure elapsed time and indicate average speed or rate of production. Naturally, the Cosmograph is the watch of choice for hard-driving individuals whether at the helm of a company or the wheel of a racecar.

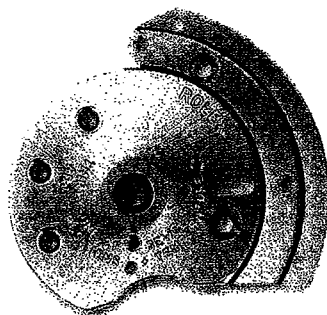
Rolex Cosmograph in 18kt gold with matching Oyster bracelet. For the name and location of an Official Rolex Jeweler near you, please call 1-800-36ROLEX. Rolex, , Oyster Perpetual, Oyster, Daytona, Cosmograph and the tri-circle dial design are trademarks.


ROLEX




The name Rolex isn't just given. It's earned.

"Adj 5 positions + temperature."
This inscription tells the story of
hundreds of hours of testing by
the Contrôle Officiel Suisse des
Chronomètres, an independent testing
facility in Geneva. For fifteen days and



nights, the movement undergoes a
series of tests in five different positions
at rapidly varying temperatures.
Therefore, your Rolex chronometer
has proven that it has what it takes to
stand up to the rigors of the real world.

Rolex Day-Date in 18kt gold with matching President bracelet. For the name and location of an Official Rolex Jeweler near you, please call 1-800-36ROLEX. Rolex, , Oyster Perpetual, Day-Date and President are trademarks.


ROLEX



**IN 1947, WHEN CHUCK YEAGER
BECAME THE FIRST MAN
TO BREAK THE SOUND BARRIER
HE HAD A ROLEX CHRONOMETER
ON HIS WRIST.**

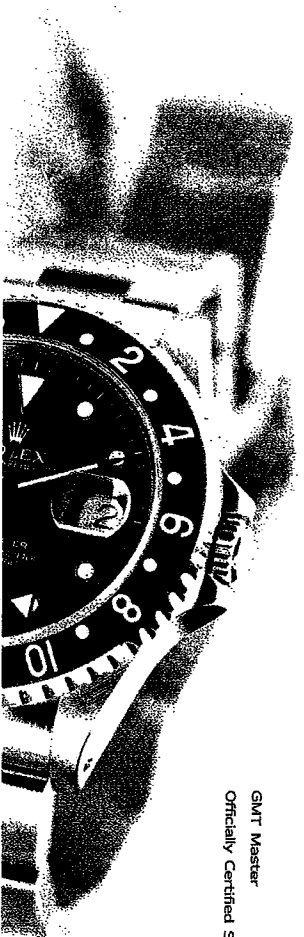
**FIFTY YEARS LATER,
STILL WEARING A ROLEX,
HE DID IT AGAIN.**

At 21, Chuck Yeager led a squadron of fighter pilots in World War II. At 24, he became the first person to fly faster than the speed of sound. And he remains a man on the move. "I don't jump off 15-foot fences anymore," says Yeager, "but I still enjoy flying a high-performance aircraft." And in October 1997 he did just that, breaking the sound barrier in an anniversary flight. "A pilot has to believe in his equipment. That's why I wear a Rolex," says Yeager. "I wore one when I broke the sound barrier in '47 and I still do today."



ROLEX

GMT Master
Officially Certified Swiss Chronometer





HISTORY ISN'T ALWAYS
WRITTEN QUIETLY. SOMETIMES IT TAKES
A SONIC BOOM.

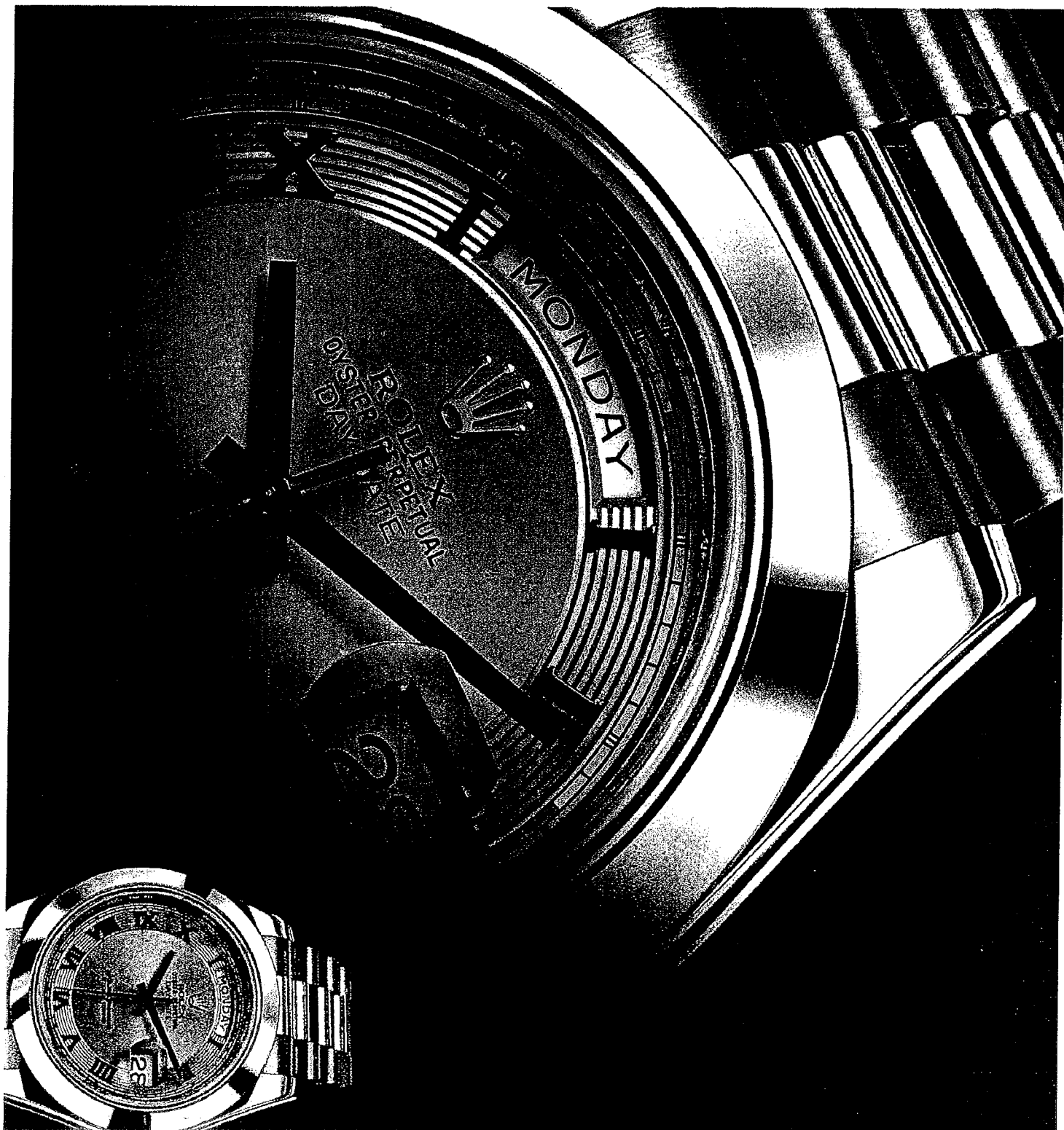
No person has pushed the limits of man and technology like Chuck Yeager. The year was 1947. Nobody knew if a fixed-wing airplane could break the speed of sound. More curiously, whether a human could survive the tremendous force of that kind of speed. Yeager was already a legend among WWII fighter pilots when he took off in the X-1 that day. Not only did he reach Mach 1 and create the first man-made sonic boom, he did it again fifty years later in an F-15 fighter. His résumé of military and civilian accomplishments is comprehensive enough to consume chapters in aviation history books. If one person defines what it is to be a man among men, he is Chuck Yeager.



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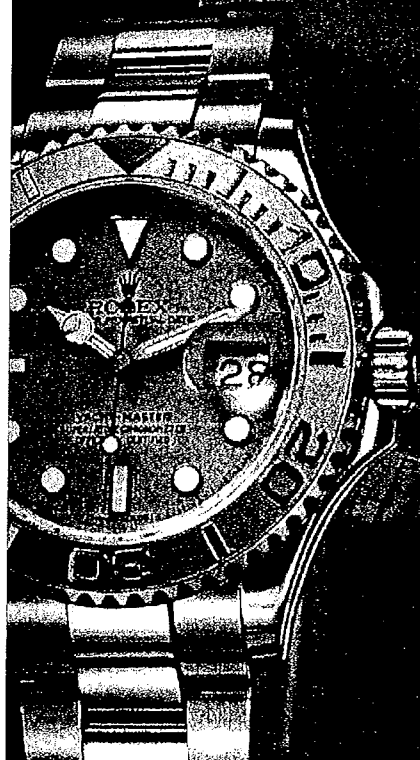
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JANUARY 2009

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KYOTO IN WINTER • MEXICO BY THE SEA
WHERE TO EAT IN THE CARIBBEAN
CRUISE GUIDE 2009

no created a legendary career playing forty.
perseverance. Demonstrates patience.
rns away from a shot at greatness.

A CROWN FOR EVERY ACHIEVEMENT.



anomalous sea ice conditions, Hubert is repeatedly forced to find an alternative route across the now open water. Still 120 kilometers from his goal, each new discovery of fractured ice leads him to fear for the worst. June 14th, 2007: Alain Hubert and Dixie Dansercoer's 106-day crossing ends, but the journey is far from over. Hubert continues his quest to find the cause of this change in the ice.

ROLEX. HOW WILL YOU EARN YOURS?



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What Darwin Didn't Know

HIS FIRST CLUES
EVOLUTION NOW

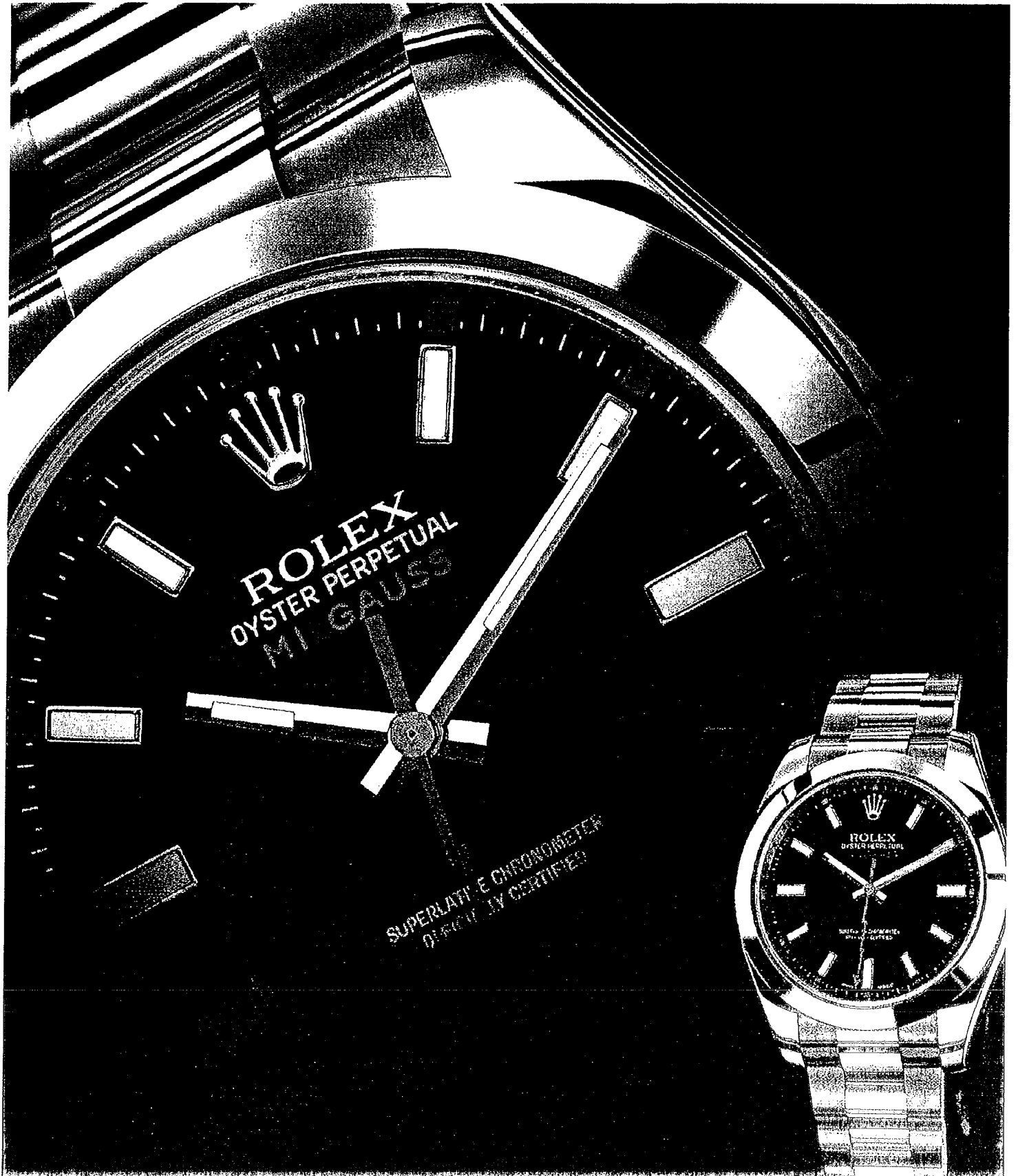


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CLOSE-UP INSIDE AVIATION'S TRIAL OF THE CENTURY

&

Smithsonian

Out There

44 YEARS OF SPACEWALKS

Why Robots
Want Your
AIRSPACE p.52

UFOs
in 1909

**Plutoville:
The Solar
System's
Gritty
Outskirts**

JULY 2009



OYSTER PERPETUAL SUBMARINER DATE

For more than 50 years, the Rolex Submariner has been the standard for professional diving watches. Designed to be waterproof to 300 meters, the Submariner features a unidirectional rotating bezel and a date window at 3 o'clock. Today, it continues to be the quintessential sportsman's watch, proving that Rolex is a name you can rely on.



NEW YORK

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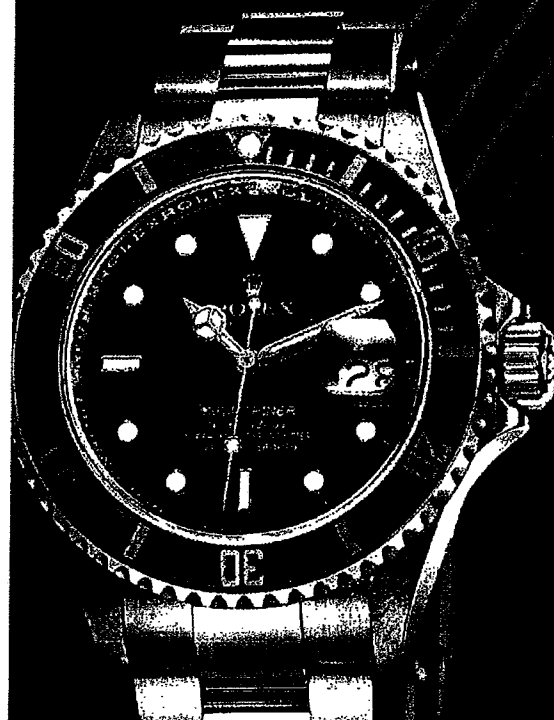
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There is challenging, difficult, and ultimately
daunting. The Black Course at Bethpage State
Park cordially invites those playing in the 2009
U.S. Open to experience all three. With intimidating
iron-twisting rough and deceptively quick greens, each
hole is a masterpiece in thoughtful execution. The need
for players to be remarkably precise at Bethpage Black
was first broadcast in 2002. Seven years later, will golfers
elite again be scrambling to break par? A U.S. Open
comes with enough calculated pressure. Bethpage
Black seems more than happy to add to it.

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ADVERTISING SUPPLEMENT FROM THE EDITORS OF GOLF DIGEST

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Golf Digest



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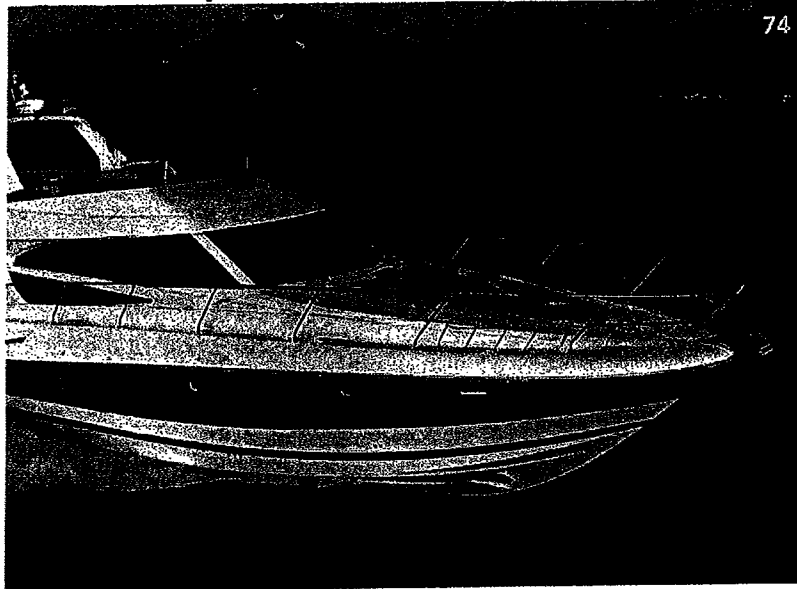
UL CAYARD

ian. Skipper. Rock.
s by example. First American
er to win the Whitbread Round the
t Race. Star World Champion. Likes
ak new ground. On water.

EX. A CROWN FOR EVERY ACHIEVEMENT.



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Zeus drives give a proven sportfisherman some fresh moves and additional room aboard.
BY CHRIS CASWELL

THE YACHT YARD

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Propeller design has undergone a revolution—and it's only going to get better.
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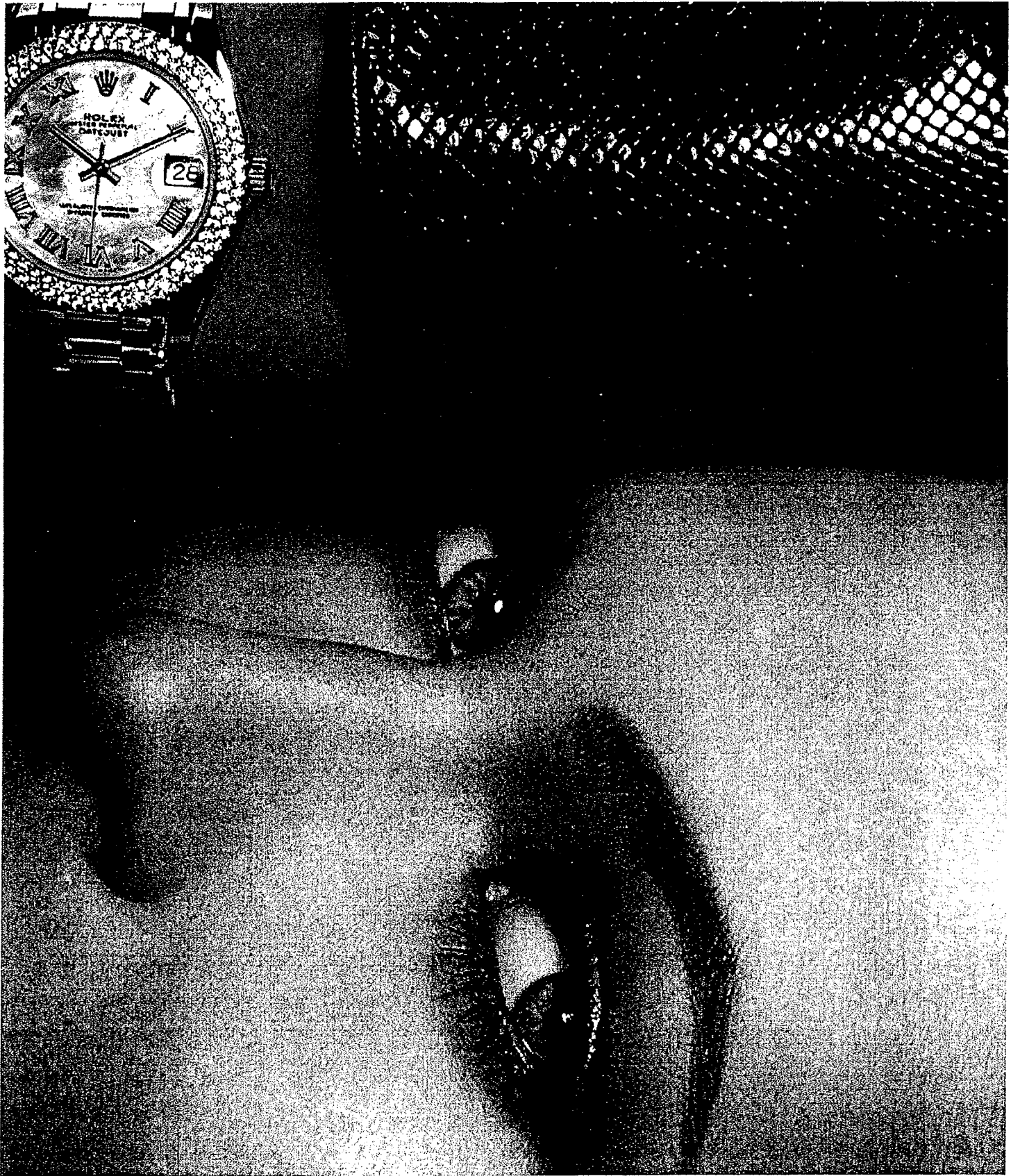
Need five ways to savor southern hospitality? Head for coastal South Carolina and bring your appreciation of history—and your appetite. BY PETER SWANSON

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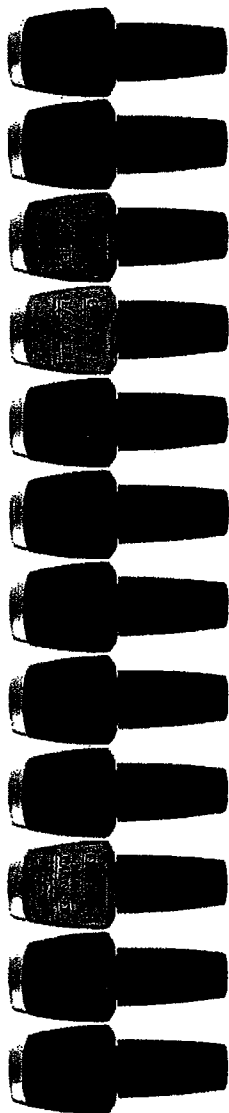
Habersham, South Carolina, recalls the wise lessons learned by relaxing on porches. BY JASON Y. WOOD



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NAIL LACQUERS SHOWN, TOP TO BOTTOM:
Overexposed in South Beach, Miami Beat,
Doric Out in Deco, Suzi & the Lifeguard,
Party in My Cabana, Feelin' Hot-Hot-Hot!,
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Conga-Line Coral, Sand in My Suit,
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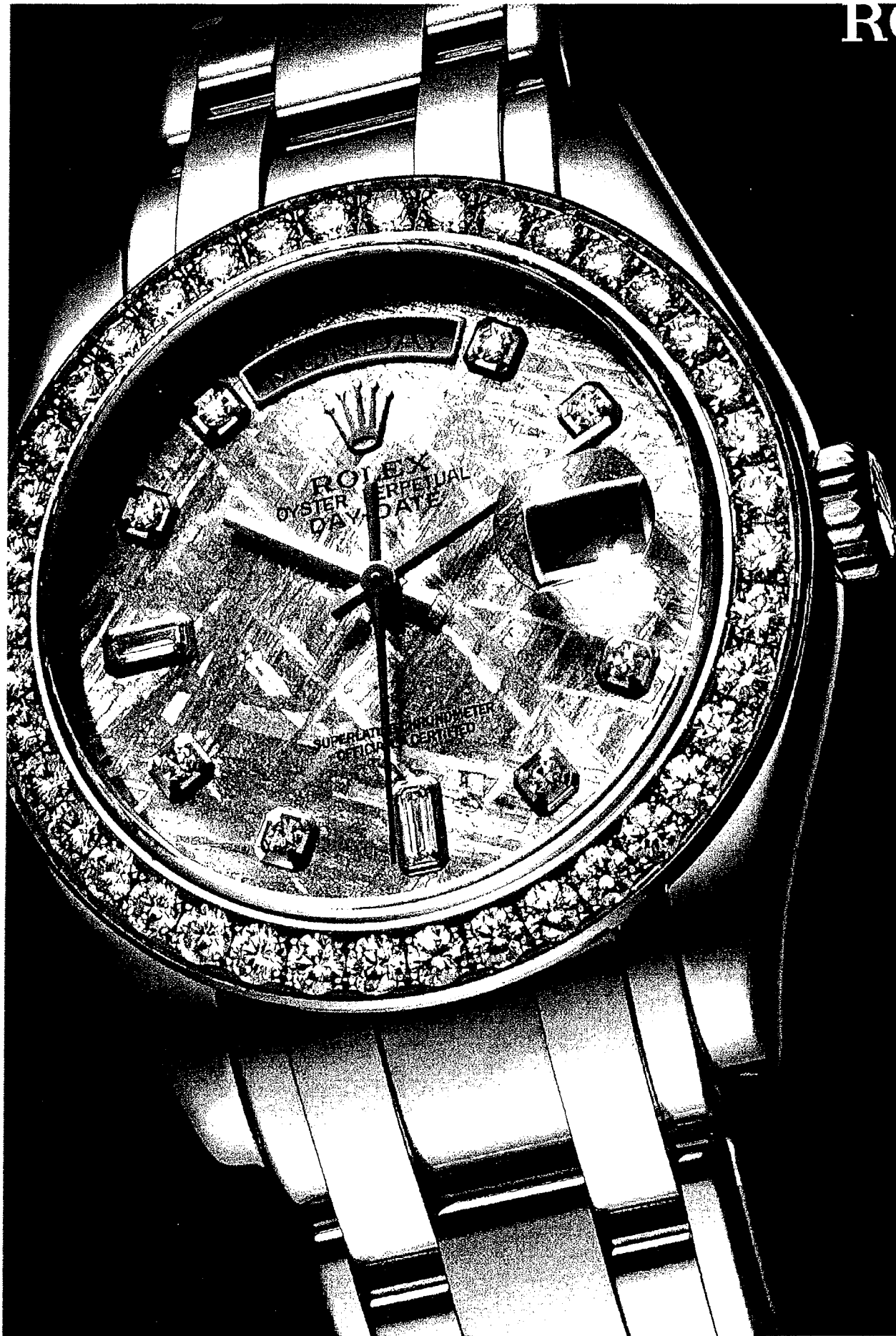
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A New Port for High Style

This February, Ports 1961 opens its highly anticipated new flagship store in a renovated historic townhouse in New York City's meatpacking district. One part retail, one part gallery, and one part design studio, the space hosts designer Tia Cibani's new collections along with limited-edition items including found-object art and sculpture.

Ports 1961 Flagship Store, 3 Ninth Avenue, New York, NY, 10014. Visit ports1961.com to learn more.

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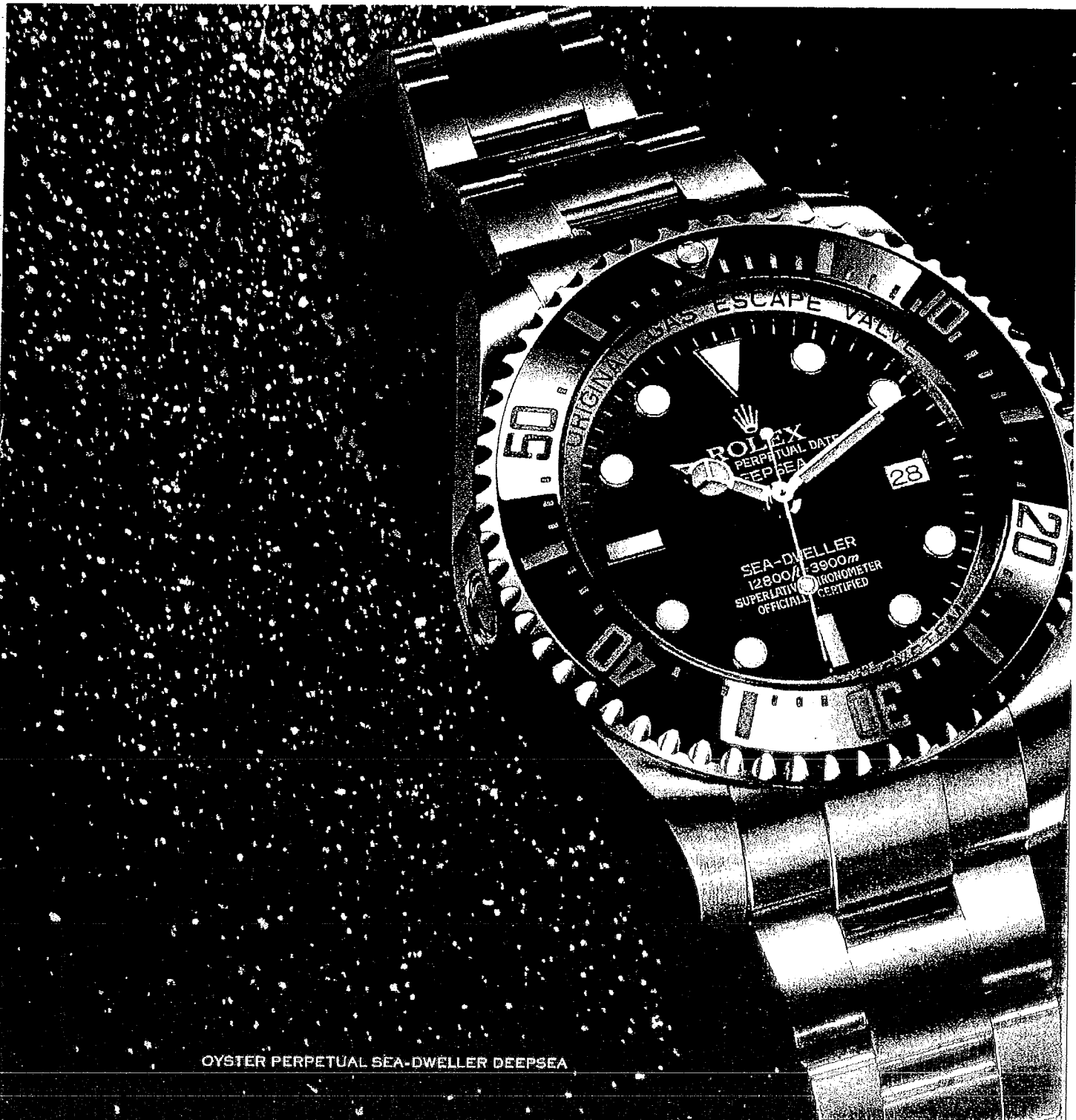
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David Boreanaz reveals his
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Sharon Pinkenson previews
must-see holiday movies

Marcie and **Evan Turney** dish
on food, friends and family

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